

Providing Professional Guidance for Business Growth

November 16, 2015

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Spotlight on Success – Flying Squirrel Aero Film and Photography

Jim Dewey understood early on the potential for drones in the civilian market. His idea to implement drones for agriculture, construction inspection, search and rescue, traffic study, livestock herding and special event videography led him to Ken Crite, Director of the **Illinois Small Business Development Center at Kankakee**



Community College. Mr. Dewey first met with Ken in March 2015 to develop a business plan. Ken suggested he enroll in the Enterprise U Business Plan Writing Competition. Sponsored by the **Illinois SBDC** and the Economic Development Alliance of Kankakee County, this competition awards cash prizes to finalists. The Enterprise U classes, along with Ken's help, allowed Mr. Dewey to shape his business plan into an effective tool.

Mr. Dewey's efforts paid off with a \$1,500 prize for second place. He also won free legal and accounting services and marketing assistance for a limited time. In September, Mr. Dewey officially launched Flying Squirrel Aero Film and Photography.

He is very grateful for the ongoing **SBDC** assistance support, "Immeasurable help was given to me in the process of setting up my new business. Ken Crite was always available to meet and mentor. The classes were very helpful and affordable."

Learn more at: <https://www.facebook.com/flyingsquirrelaerofilmandphoto/>

SBDC's In The News – 40 Under Forty Class Announced

The Illinois Small Business Development Center at Illinois Valley Community College has released the names of this year's 40 Under Forty class. All nominations were accompanied by letters of recommendation from individuals who knew the honorees from employment or volunteer organizations. Nominees are 39 or younger as of Dec. 31, and live or work in Bureau, La Salle, Marshall

or Putnam counties. Please [click on 40 Under Forty](#) to view more about this years' class that was recently announced in the Daily Times in Ottawa.

4-Part Webinar Series – No Cost for Illinois SBDCs – Starts Today

Free 4-Part Webinar Series with Ann Rea, Artist & Founder of Artists Who THRIVE! - “Traditional business plans do not work for artists. *Why?* Because we sell **emotions**.” -Ann Rea - Ann Rea is on a mission to stamp out the “Starving Artist” slur and to help artists secure their creative freedom through business savvy. Her artistic talent is commended by Wayne Thiebaud, an American art icon, and she has been featured on Creative Live, HGTV, ABC, and The Good Life Project, in Fortune and The Wine Enthusiast magazines, and in the book *Career Renegade*. Rea teaches the [MAKING Art Making MONEY](#) Semester; an interactive, eight-part, foundational, business semester for artists. (Hat Tip to Don Elmore for information on free webinars)

Space is limited and these LIVE seminars always fill up. Claim your spot NOW!

During this free webinar series you will learn:

1. **Monday, 11/16/2015, 3:00 pm CT, 1:00 pm PST**
Why Some Artists Are Famous & Others Not (Art History Revised)
2. **Monday, 11/23/2015, 3:00 pm CT, 1:00 pm PST**
The New Creative Class (How Today's Artists Are Selling Their Art Without Selling Out)
3. **Monday, 11/30/2015, 3:00 pm CT, 1:00 pm PST**
Selling Your Art to the Affluent (5 Simple Secrets to Winning Over Wealthy Art Collectors)
4. **Monday, 12/07/2015, 3:00 pm CT, 1:00 pm PST**
Gaining Confidence and Focus as an Artist (Using Clear Intentions & Goals)

These webinars begin Monday, November 16 so claim your spot now!

Maximizing Neoserra – Adding a Sticky Note to a Client Record

Sometimes you may want to add a note to a client record that is not directly related to the client or to a specific counseling session. For example, you may want to post a reminder for yourself to ask a client about a recent vacation that they took, or you may want to remind yourself to get an updated agreement from the client.

To add a sticky note go to the appropriate client record and click More|Add Sticky Note:

For more detailed instructions

see: <https://support.outreachsystems.com/resources/help/neoserra/faq.jsp?id=n257>

Valued Resources – Retailer Checklist to Prepare for the Holidays

Squareup.com has some tips to help retailers maximize the holiday shopping season. They suggest forecasting your busiest times, inventory planning and using email marketing campaigns.

Learn more at: <https://squareup.com/townsquare/inventory-management-how-to-have-a-snafu-free-holiday-season/>

Network News and Moves - Call for Presentations

America's SBDC Annual Conference is the number one professional development event for the national SBDC Network, providing the latest information and techniques to enhance consultation skills, improve the training programs, or increase center metrics and productivity. America's SBDC Annual Conference will be held September 19-22, 2016 at the Hyatt Regency, in beautiful Orlando, Florida.

America's SBDC Professional Development and Education Conference Committee seeks proposals for 1.5 hour, 3-hour (half day), and 6-hour (full day) programs. Though the conference draws nearly 1500 professionals from across the country, the number of participants per program could range 35-150 people.

The Four key areas of education include: 1) advisor core competencies; 2) advanced consultant skills; 3) center management (including State/Region, Associate, and Center Directors; 4) specialty[NSB1] programs. Topics in marketing and sales, counseling and leadership, management and planning, finance and accounting, technology, self-improvement, and international trade may be submitted for consideration.

The Theme for the conference is "Generational Change" - your workshop submission will need to incorporate the theme within your workshop presentation; whether in the opening, the closing, or you weave the theme throughout the presentation.

Your workshop submission should include a presentation (PowerPoint slide deck) and/or handouts OR an in depth outline, as this will provide the Professional Development Committee the information needed to review your submission. Updates to submissions are permitted prior to review by the Conference Committee, and if selected, presentations can be updated prior to conference. The sessions submitted should enhance the quality of SBDC services and provide the SBDC Network practical information to either assist small businesses or improve their centers. Criteria for selection include: quality of the proposal, clarity and organization, creativity and/or delivery method, ability to deliver in prescribed time frame, and fit to the professional development needs of the SBDC. We are now accepting submissions conducted in Spanish.

Submissions should include title (40 characters or less), brief description, program outline or agenda, and program learning objectives.

Additional workshop information can be found on America's SBDC website; www.AmericasSBDC.org/conference. WiFi internet access will be provided throughout the entire conference area, if your workshop submission includes streaming a video - it may come at an additional cost to you or your center, as this will require a dedicated internet cable into the workshop room.

Returning submitters may use the same login and password, while those posting submissions for the first time will be required to set up user login and password. A sample proposal format is posted on America's SBDC conference portal. This is a guideline for coordinating your proposal online submission. A complete[NSB2] list of topics of interest is also available at the conference portal.

Completed submissions are due by January 31, 2016. You may submit your proposal(s) here: [Online Submissions Page](#) Please note that submissions for Key Note Speakers are NOT being accepted at this time.

All proposal questions should be referred to Brett Thibodeau (Brett@AmericasSBDC.org) at America's SBDC: 703-764-9855. We look forward to seeing you in September, 2016 at in Orlando.

SBA Partner Training Portal (PTP)

SBA has developed and launched a web portal for its resource partners to learn and refresh on general knowledge of SBA products and services. In particular this would be of benefit for new counselors, advisors, and staff in your network. When you have a minute please go to <https://www.sba.gov/ptp> check out the portal and let us know what you think.

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The **WEEKLY CONNECTION** is distributed by the Illinois SBDC and Illinois Department of Commerce Office of Entrepreneurship, Innovation & Technology each Monday to members of the Illinois SBDC Network to provide our service delivery partners with current updates on small business issues, opportunities and resources. Please send information to share with the Illinois SBDC Network to Tom.Becker@illinois.gov. Please feel free to forward this update to any other interested resource providers and key stakeholders.

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Department of Commerce
& Economic Opportunity
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Bruce Rauner, Governor

